

Learning Outcomes

SEQUENCE OF TOPICS:

1. Introduction to entrepreneurship.
2. Entrepreneurism in the tourism industry.
3. Food and beverage product development.
4. The development team and company organization.
5. Sources for new product ideas.
6. Strategy, strategist, and tacticians and product development.
7. Protecting the company and its image.
8. Quality control and protecting the consumer and product.

LEARNING MATERIALS:

Fuller W. *New Food Product Development*, (3rd ed.) Boca Raton, Florida: CRC Press. (2011)

Other learning materials may be required and made available directly to the student and/or via the College's Libraries and/or course management system.

COURSE APPROVAL:

Prepared by: Shawn Murray

Date: 12/8/2018

VPAA/Provost or designee Compliance Verification:

Date: 2/25/2019



This course is consistent with Montgomery County Community College's mission. It was developed, approved and will be delivered in full compliance with the policies and procedures established by the College.